

ABSTRACT

A system and method for advertising supported communications in a telecommunications network are described. One exemplary method includes receiving a call request to connect a call from an originating subscriber terminal to a destination subscriber terminal. The call request includes a destination identifier such as a MIN or a PSTN telephone number associated with the destination terminal. The method further includes providing at least one advertisement to a subscriber associated with the originating terminal, determining a free calling balance for the subscriber based on the advertisements being provided to the subscriber and the destination identifier, connecting the call from the originating terminal to the destination terminal, and monitoring as well as decrementing the free calling balance as the call progresses.